

**County of Loudoun**  
**Department of Planning**  
**MEMORANDUM**

**DATE:** January 23, 2009

**TO:** Mike Elabarger, Project Manager  
Land Use Review

**FROM:** Joe Gorney, AICP, Senior Planner  
Community Planning

**SUBJECT: ZMOD 2008-0008**  
**Lakeview at University Center Comprehensive Sign Plan-2<sup>nd</sup> Referral**

**BACKGROUND**

MRP/TBG Associates LLC requests a Zoning Modification (ZMOD) to the 1972 Zoning Ordinance to allow a Comprehensive Sign Plan (CSP) for Lakeview at University Center.

Lakeview at University Center is located at the northwest quadrant of the intersection of Route 7 and Loudoun County Parkway (Route 607) and comprises Parcels E and F of University Center. It is zoned Planned Development - Research and Development Park (PD-RDP) and is subject to the 1972 Zoning Ordinance. The property totals approximately 55.72 acres.

The proposed CSP includes a variety of freestanding and building-mounted signs, including illuminated signs, canopy signs, awning signs, blade signs, window signs, monument signs, banner signs, marketing signs, address signs, address plaques, and building tenant signs. Building-mounted project identification signs, housekeeping, directional (except hotel), proprietary box, and sidewalk/A-frame signs have been eliminated from the application.

**COMPLIANCE WITH THE COMPREHENSIVE PLAN**

The subject property is governed under the policies of the Revised General Plan and the Dulles North Area Management Plan. The retail policies of the Countywide Retail Plan Amendment also apply. The site is located within the Ashburn Community of the Suburban Policy Area and is designated for Keynote Employment uses.

## OUTSTANDING ISSUES

### Marketing Signs

In the First Referral, staff recommended a condition of approval that all marketing signs be taken down when adjacent buildings are completely leased. Staff also recommended that marketing signs be reduced in size, not obscure views of the various uses within the development, and be sited to minimize their visual impacts and that the applicant specify the maximum number and the expected locations of these signs.

In response the applicant has proposed a maximum of two signs per building and has stated that they are willing to commit to a development condition such as staff recommended. Staff notes that two signs per each of the 16 buildings would result in 32 signs. The applicant has not reduced the size of the proposed signs.

***Staff reiterates the recommendation from the First Referral that the marketing signs be reduced in size. Staff questions the need for two signs per building and recommends that the applicant reduce the number of marketing signs, particularly for restaurant, bank, hotel, and retail buildings. Staff recommends that the applicant commit to a condition of approval that all marketing signs be taken down when adjacent buildings are completely leased.***

### Bank Signs

Initially, the applicant proposed bank monument signs with a maximum size of 50 square feet; approximately 8 to 9 feet high and 10 feet wide. In the First Referral, staff recommended that any bank monument signs be reduced in size to be more human-scaled (4 feet or less, which is compatible with adjacent signage in University Center) and that building-mounted bank signs follow a hierarchy of sizes dependant on the building size.

In the response to First Referral Comments, the applicant has maintained a maximum area of 50 square feet for bank monument signs but reduced the maximum height to 6 feet, including the mounting base. The applicant has not provided a hierarchy of building-mounted bank sign sizes.

***Staff recommends a corresponding reduction in the maximum sign area for bank monument signs commensurate with the reduction in height of these signs.***

***Staff also recommends restrictions of one building-mounted sign per main elevation and a maximum allowable sign area of one square foot per linear foot of building facade, similar to those for restaurant signs.***

### Hotel Signs

Initially, the applicant proposed hotel monument signs with a maximum size of 50 square feet; approximately 8 to 9 feet high and 10 feet wide. In the First Referral, staff recommended that any hotel monument signs be reduced in size to be more human-scaled

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(4 feet or less, which is compatible with adjacent signage in University Center) and that building-mounted hotel signs follow a hierarchy of sizes dependant on the building size.

In the response to First Referral Comments, the applicant has maintained a maximum area of 50 square feet for hotel monument signs but reduced the maximum height to 6 feet, including the mounting base. Additionally, the applicant has proposed a hierarchy for building-mounted hotel signs so that buildings of 4 stories or more are limited to a maximum size per sign of 85 square feet and a maximum aggregate sign area of 200 square feet; and that buildings of 3 stories or less are limited to a maximum size per sign of 50 square feet and a maximum aggregate sign area of 150 square feet.

The applicant also states that directional signs have been removed from the application. However, staff notes that directional signs are included in the Hotel section of the CSP.

***Staff recommends a corresponding reduction in the maximum sign area for hotel monument signs commensurate with the reduction in height of these signs. Staff also recommends that references to directional signs be eliminated from the Hotel section of the CSP.***

***Staff appreciates the addition of a hierarchy for building-mounted hotel signs.***

### **Landscaping**

In the First Referral, staff recommended that the proposed Comprehensive Sign Plan include details regarding landscaping around the base of ground-mounted signs, a condition of approval requiring their use, as well as a commitment to the long term maintenance of both the landscaping and the signs. Staff also recommended that such landscaping be coordinated throughout the development to help create an identity for the development and that the applicant incorporate native species.

The applicant responded that they are “willing to commit to a development condition requiring the provision of landscaping at the base of monument signage and requiring the maintenance of such landscaping. The applicant is also willing to commit to the maintenance of the proposed signage.”

***Staff recommends that the applicant specify and commit to the following:***

- ***Plant maintenance;***
- ***The replacement of any dead, diseased, or damaged plant materials; and,***
- ***The use of native species.***

***Staff also recommends that planting around freestanding signs (with the exception of marketing signs) include small trees, shrubs, perennials, grasses, and grass-like plants. All freestanding signs of 6' high or greater should include trees to the sides and rear to frame the signs, lessen their visual impacts, and help mitigate the impacts of ground-mounted spotlights.***

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## Lighting

In the First Referral, staff recommended that the applicant provide assurances that all lighting be fully shielded (emitting no light above a horizontal plane), provide a glare-free environment, be confined to the site, and turned off after business hours (unless required for security purposes), and that illumination levels be no greater than necessary for a light's intended purpose.

Staff also recommended a condition of approval stating that no animation, neon, or moving lights be permitted for any sign; that building-mounted signs contain no exposed lighting elements; and that all spotlights for front-illuminated letters and monument signs be fully shielded and directed downward at the intended sign elements.

In response the applicant stated that they are willing to commit to a development condition requiring all lighting to be fully shielded and a development condition stating that no animation, neon, or moving lights be permitted for any sign; that building-mounted signs contain no exposed lighting elements; and that all spotlights for front illuminated letters and monument signs be fully shielded. However, the applicant did not agree to downward-directed lighting for monument signs.

Although the applicant has indicated that they are willing to commit to a development condition requiring all lighting to be fully shielded, staff notes that "fully shielded" lighting does not allow any upward throw of light and that any ground-mounted monument spotlights would not comply with this commitment. As an alternative, staff notes that shielded and focused optic lenses for ground-mounted monument spotlights might help direct lighting to the intended sign elements and reduce light spillover.

***Staff recommends that the applicant commit to lighting that is fully shielded (emitting no light above a horizontal plane), provides a glare-free environment, is confined to each pad site, is turned off after business hours (unless required for security purposes), and has illumination levels no greater than necessary for a light's intended purpose. Staff also recommends that the applicant commit to a condition of approval stating that no animation, neon, or moving lights be permitted for any sign; and that building-mounted signs contain no exposed lighting elements. Monument spotlights may be ground-mounted if they are shielded and use focused optic lenses to direct illumination at the intended sign elements.***

## RECOMMENDATIONS

Staff is supportive of the Zoning Modification provided that the issues raised above are addressed.

cc: Julie Pastor, AICP, Planning Director  
Cindy Keegan, AICP, Community Planning Program Manager (via e-mail)

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**County of Loudoun**  
**Department of Planning**  
**MEMORANDUM**

**DATE:** September 10, 2008

**TO:** Mike Elabarger, Project Manager  
Land Use Review

**FROM:** Joe Gorney, AICP, Senior Planner  
Community Planning

**SUBJECT: ZMOD 2008-0008**  
**Lakeview at University Center Comprehensive Sign Plan**

**BACKGROUND**

MRP/TBG Associates LLC requests a Zoning Modification (ZMOD) to the 1972 Zoning Ordinance to allow a Comprehensive Sign Plan (CSP) for Lakeview at University Center.



**Vicinity Map**

Lakeview at University Center is located at the northwest quadrant of the intersection of Route 7 and Loudoun County Parkway (Route 607) and comprises Parcels E and F of University Center. It is zoned Planned Development - Research and Development Park (PD-RDP) and is subject to the 1972 Zoning Ordinance. Parcel E, located to the west, has an approved site plan (STPL 2006-0088) for three 4-story office buildings (276,494 maximum square feet), seven 1-story retail buildings (30,655 maximum square

feet), parking, and associated utilities. A zoning concept plan amendment (ZCPA 2006-0005) was approved to increase the total floor area for three parcels, while maintaining

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the same maximum FAR, due to less right-of-way needed for the Route 7/Loudoun County Parkway interchange than anticipated under a previous zoning concept plan amendment. A site plan revision (STPR 2008-0007) was also approved, changing the designation of one of the buildings to a hotel, which is included in the 11% maximum for personal services, support retail, and restaurant uses approved under ZCPA 2000-0009. Parcel F, located to the east, has a conditionally approved site plan (STPL 2007-0059) for an 118,400-square foot commercial retail site. The property totals approximately 55.72 acres.

According to the Statement of Justification, the CSP proposes changes to the Zoning Ordinance regulations regarding the numbers of signs, sign locations, and sign sizes. The applicant has submitted a matrix to compare proposed sign types with the requirements of the 1972 Zoning Ordinance. The applicant has not submitted a site plan with sign locations or a table specifying the number of signs.

The proposed CSP includes a variety of freestanding and building-mounted signs, including illuminated signs, canopy signs, awning signs, blade signs, window signs, monument signs, directional signs, banner signs, housekeeping signs, marketing signs, address signs, address plaques, building project signs, building tenant signs, and sidewalk/A-frame signs.

According to the Statement of Justification, the purpose of the CSP is to create a sense of place and to more adequately identify places of business, services, and facilities, and to more efficiently direct pedestrian and vehicular traffic than permitted by the Zoning Ordinance.

#### **COMPLIANCE WITH THE COMPREHENSIVE PLAN**

The subject property is governed under the policies of the Revised General Plan and the Dulles North Area Management Plan (DNAMP). Being the newer of the two plans, the Revised General Plan supersedes the DNAMP when there is a policy conflict between the two (Revised General Plan, text, p. 1-3). The retail policies of the Countywide Retail Plan Amendment (Retail Plan) also apply. The site is located within the Ashburn Community of the Suburban Policy Area and is designated for Keynote Employment uses.

#### **ANALYSIS**

The Revised General Plan envisions that the County will sustain a high quality built environment (Revised General Plan, Policy 1, p. 5-5). Within planned Keynote Employment areas, the Plan further envisions that the buildings will be the prominent feature of the community when viewed from periphery roads (Revised General Plan, Design Guidelines, p. 11-14). Signage in these areas should thus exhibit a high quality of design and materials that complement, but do not overwhelm, the buildings themselves. Guidance regarding the development of retail signs is contained in the

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Retail Plan, which states that retail signs should be developed as an integral part of the overall center design and exhibit a unified graphic design scheme (Retail Plan, text, p. 21). The signage, in conjunction with the landscaping, site layout, and architectural design of the buildings, should all contribute to a high visual quality that defines Keynote Employment areas. Collectively, the location, quality, and clarity of signs help define the general perception of a business or commercial center and its surroundings.

Overall, the proposed signs are consistent and compatible in design due to the use of a standard logo and logotype, high-quality materials, and complimentary architectural style. The CSP establishes the use of two typefaces and a standard color palette to maintain uniformity while, at the same time, allowing individual signs some flexibility. The larger signs display a design aesthetic that is intended to complement the development pattern of Lakeview at University Center. The largest signs are entrance monument signs, which are proposed at major entrances from Loudoun County Parkway and George Washington Boulevard, to identify the overall development. Directional signs are proposed to help vehicular traffic to navigate throughout the development. Lastly, numerous building-mounted signs are included to identify specific buildings or tenants and/or goods and services.

***The Comprehensive Sign Plan will create an overall sense of hierarchy and coordination that will assist visitors in navigating throughout the Lakeview development. In that regard, the proposed Lakeview Comprehensive Sign Plan appears to be generally consistent with the Revised General Plan. Staff has no issues with the proposed window signs, sidewalk/A-frame signs, awning signs, canopy signs, blade signs, address signs, and building numbers, as they will assist visitors and help define the area.***

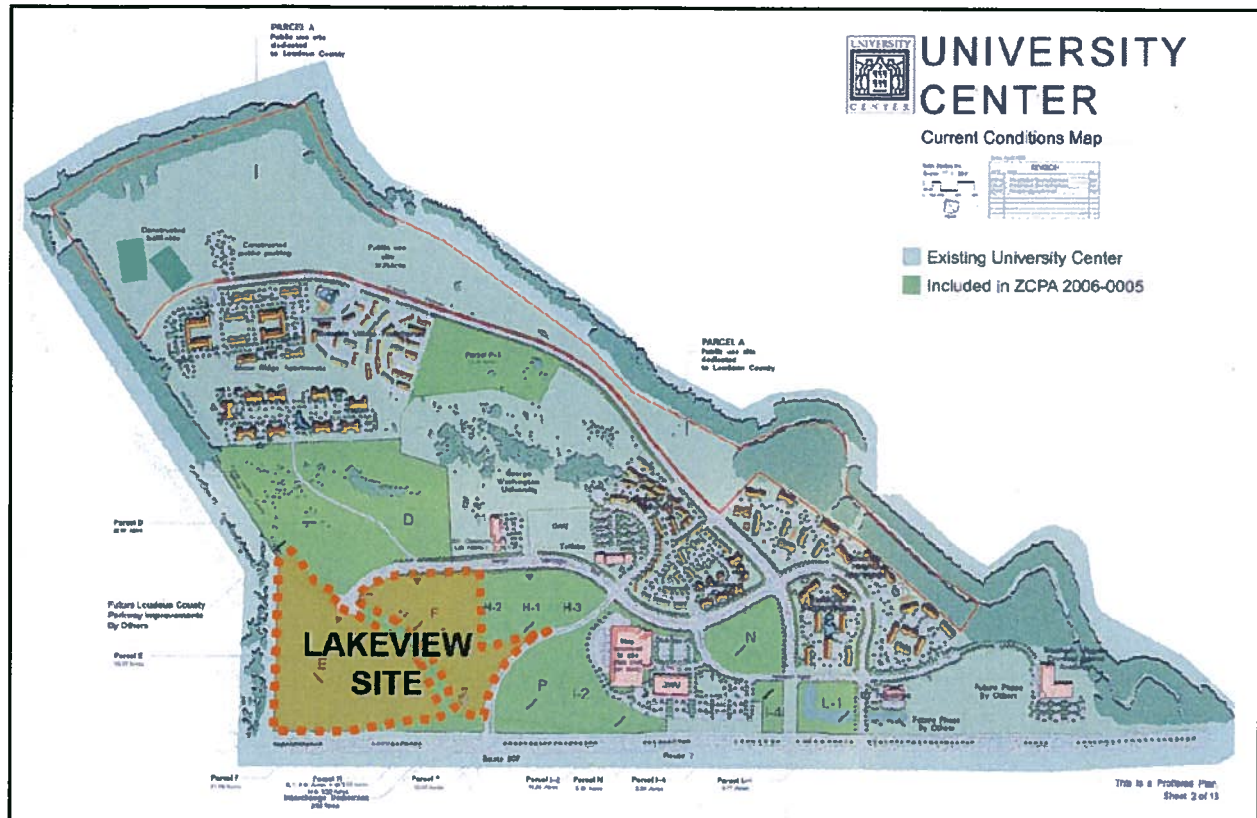
***However, to fully conform to Plan policies, staff recommends that the Comprehensive Sign Plan be revised to address the issues raised below.***

### **1. Design Compatibility**

The proposed sign plan proposes detailed regulations for a variety of signage within the Lakeview portion of the University Center project (see map below). It is not clear how the current application relates to existing signage within the larger University Center development.

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## University Center

***To ensure compatibility, staff requests information regarding previously approved signage within University Center and its relationship to the proposed signage.***

### **2. Number And Location**

Although the CSP provides general guidance regarding signs, the applicant has not submitted a sign location plan, which is necessary to accurately determine the overall number and location of signs described in the CSP.

***Staff recommends that the applicant submit a sign location plan so that staff can assess whether the proposed number and location of each sign is reasonable and whether the distribution of these signs is appropriate. In general, freestanding signs should be limited to the minimum necessary, serve a clear need at that location, and, at intersections, be limited to one sign at each corner. Building-mounted signs should identify the specific tenant and add to, rather than detract from, the development's sense of place.***

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### 3. General Criteria

Within this section the applicant provides some introductory information regarding proprietary box type signs. The CSP states that such signs may be acceptable upon review and approval. However, a description or depiction of these signs is not provided.

***Staff requests that the applicant define proprietary box type signage and provide a depiction of the appropriate use of such signs.***

### 4. Development Signs

Development signs include the following types of signs:

- Project entry monument signs;
- Site directional signs;
- Project identification signs on buildings;
- Light pole banner signs;
- Housekeeping signs; and
- Marketing signs.

#### a. Project Entry Monument Signs

The CSP states that a maximum of two project entry monument signs will be permitted at each vehicular entrance to the property from both Loudoun County Parkway and George Washington Boulevard. However, the number of vehicular entrances is unclear. Signs would measure approximately 2.5 feet tall by 19 feet wide, be placed on walls measuring 8 feet high and 42 feet wide, and include ground-mounted spotlights. Two of these signs have already been constructed at the future Loudoun County Parkway and George Washington Boulevard intersection. The size and scale of these signs seem excessive and out of character with other developments in the vicinity. It is also likely that these signs, primarily due to their size and design, will function as separate architectural features rather than supportive elements that identify the development. This is inconsistent with the Plan's vision for these areas, which calls for the buildings to be the dominant features in Keynote Employment and Business communities (*Revised General Plan*, Design Guidelines, pp. 11-14). Staff notes that the existing University Center monument signs at the intersection of Loudoun County Parkway and Presidential Drive are smaller than the monument signs proposed internally to the development. No information has been provided regarding landscaping around monument signs.

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Lakeview Sign (09/03/2008)



University Center Sign (09/03/2008)

***Staff recommends that the proposed entrance monument signs be reduced in size to be more human-scaled and consistent with other signs in the University Center development. The overall CSP should provide a sense of hierarchy, with the largest freestanding signs at the main entrance on Route 7, and smaller freestanding signs at internal intersections. It would be appropriate to vary the size of these entrance monument signs based on the height of nearby buildings and pedestrian sightlines from sidewalks. Plant materials should be sited near monument signs to lessen the visual impacts of these signs. Staff recommends a maximum of two monument signs at the intersection of Route 7 and Loudoun County Parkway and two smaller-sized monument signs at the intersection of Loudoun County Parkway and George Washington Boulevard.***

**b. Site Directional Signs**

Site Directional Signs are proposed as freestanding signs, internally illuminated, 8 feet high, and a maximum of 6 feet wide. Signs would be double-sided, list individual tenants, and include directional arrows. The development logo would be displayed prominently at the top of each sign. Because the applicant has not included a sign location plan in the application, it is not possible to determine the number or location of these signs.

***Staff requests more detailed information regarding the number and location of site directional signs. Staff questions whether the tenant signs are necessary given that the applicant also proposes monument signs and that individual buildings will be visible from adjacent roadways and sidewalks. Site directional signs may act to increase the visual clutter of the development. If such signs are to be included in the development, staff recommends that they be reduced in size to a more human-scale and not obscure views of the various uses within the development. Sign locations should be depicted on a sign location plan to ensure that signs are placed appropriately and limited to the minimum number necessary. Staff also recommends that the size of the Lakeview development logo be reduced.***

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**c. Project Identification Signs on Buildings**

Building-mounted signs identifying the Lakeview project are proposed on the strip retail buildings. Staff questions whether a need exists for such signs, as they may be redundant with the proposed monument and site directional signs.

***Staff recommends that project identification signs be eliminated if redundant with monument or site directional signs.***

**d. Light Pole Banner Signs**

The applicant proposes permanent light pole banner signs. These signs are intended to provide information regarding current or upcoming events, event/festival information, or seasonal decoration. The applicant has not provided information regarding the location of these signs. The proposal would signify a change from the Zoning Ordinance, which specifies that the permit for such signs is limited to one month from the date of issuance, for no more than 3 consecutive months. Staff recognizes that within pedestrian-oriented commercial areas, banners on light poles advertising community events or holidays can help create a sense of place.

***Staff recommends a condition of approval that the proposed banners will only be permitted on a temporary basis and located only along specified pedestrian-oriented pathways. Such pathways are expected to include other pedestrian-oriented amenities, such as benches and planters. Such banners would be inappropriate along primary vehicular travelways, such as Loudoun County Parkway and George Washington Boulevard. Sign locations should be depicted on a project site plan to ensure that signs are placed appropriately and limited to the minimum number necessary.***

**e. Housekeeping Signs**

Housekeeping signs, with public messages such as "Thank You for Not Littering," "Please No Biking on Sidewalks," and "Temporary Construction Entrance," are proposed as a maximum of 6 feet tall and 3 feet wide, with the Lakeview logo displayed at the top. These signs are proposed to be installed "as needed upon project completion, number of signs and locations to be determined" (CSP, text, p. 17). As currently proposed, particularly because of the large development logo displayed at the top of each sign, it appears that the signs will contribute unnecessarily to visual clutter within the development. Staff further notes that there are no limits regarding the number and locations of these signs.

***Staff recommends that the development logo, if used, be placed at the lowest point of the signs and reduced in size. The applicant should also specify the maximum number of signs and their expected locations. Signs should be no taller than necessary (preferably 4 feet or less, which is compatible with adjacent signage in University Center) and not obscure views of the various***

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***uses within the development. Landscape materials should be sited near all housekeeping signs to lessen their visual impacts.***

#### **f. Marketing Signs**

Marketing signs are proposed as a maximum of 9 feet tall and 4 feet wide, with the Lakeview logo displayed at the top. The applicant states that marketing signs will be installed as needed upon project completion (CSP, text, p. 18). Several similar marketing signs have already been installed on the property.



**Marketing Sign (09/03/2008)**



**Building-Mounted Banner (09/03/2008)**

***Staff recommends, as a condition of approval, that all marketing signs be taken down when adjacent buildings are completely leased. Signs should be reduced in size, not obscure views of the various uses within the development, and be sited to minimize their visual impacts. The applicant should also specify the maximum number of signs and their expected locations.***

#### **5. Bank Signs**

A variety of signage is proposed for banks including the following:

- Building-mounted signs;
- Pad site monument signs;
- Pad site directional signs;
- Pad site miscellaneous signs; and
- Temporary building-mounted banners.

Pad site monument signs are proposed with a maximum size of 50 square feet. The illustrative depicts a base and attached sign of approximately 8 to 9 feet high and 10 feet wide. Additionally, illumination is proposed through the use of either internal lighting or ground-mounted spotlighting. A maximum of 4 temporary building-mounted banners are also proposed for each bank (1 banner per elevation).

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Staff questions the need for bank-related monument signs, particularly in light of the building-mounted signs. Staff also notes that ground-mounted lighting, as proposed, would shine above a horizontal plane. Additionally, four banners per building may be excessive and lead to visual clutter within the development, particularly along side elevations with little pedestrian or vehicular traffic.

***Staff recommends that bank monument signs be eliminated if redundant with building-mounted signs. Any monument signs should be reduced in size (4 feet or less) to be more human-scaled and consistent in scale with other signs within the University Center development. Plant materials should be placed near any monument signs to lessen the visual impacts of these signs. Staff also recommends that the applicant commit to lighting that is downward directed and fully shielded for all monument signs. (For further discussion of lighting, see text below). Temporary banners, if used, should be limited to 2 banners per building. Building-mounted bank signs should follow a hierarchy of sizes dependant on the building size.***

## **6. Restaurant Signs**

Various signage is proposed for restaurants including the following:

- Building-mounted signs;
- Pad site directional signs;
- Pad site miscellaneous signs; and
- Temporary building-mounted banners.

Building-mounted signage includes canopy signs, blade signs, window signs (painted or etched on glass), awning signs, and address signs.

The applicant states that while the number of signs may vary among different establishments, the maximum allowable sign area will be limited to 300 square feet per establishment. Temporary banners would not be included in the total. Additionally, while some information is provided for "pad site directional signs," the nature of these signs is unclear and none are depicted in the CSP. Staff questions the rationale for directional signs to restaurants when building-mounted signs would be visible from pedestrian and vehicular pathways. Additionally, staff notes that 4 temporary banners per building may be excessive and lead to visual clutter within the development, particularly along side elevations with little pedestrian or vehicular traffic.

***In general, the proposed building-mounted signs are reasonable and consistent in terms of variety, size, location, and design. However, 300 square feet of restaurant signage per building may be excessive. Staff recommends that the applicant provide an illustrative with a typical restaurant elevation with the maximum allowable signage. Staff also recommends that the applicant consider a graduated scale for the amount of signage permitted per restaurant based on the size of each restaurant building.***



***Staff also requests that the applicant define “pad site directional signs” and provide a depiction of these signs. Staff questions whether these signs are necessary given the use of building-mounted and window signs, which would be visible from adjacent roadways and sidewalks.***

***Staff recommends that temporary banners, if used, be limited to 2 banners per building.***

## **7. Hotel Signs**

A variety of signage is proposed for hotels including the following:

- Building-mounted signs;
- Monument signs;
- Directional signs; and
- Pad site miscellaneous signs.

As with banks, monument signs are proposed with a maximum size of 50 square feet. The illustrative depicts a base and attached sign of approximately 8 to 9 feet high and 10 feet wide. Additionally, illumination is proposed through the use of either internal lighting or ground-mounted spotlighting.

Staff questions the need for hotel monument signs, particularly in light of the building-mounted signs. Staff also notes that ground-mounted lighting, as proposed, would shine above a horizontal plane.

***Staff recommends that any hotel monument signs be reduced in size to be more human-scaled (4 feet or less, which is compatible with adjacent signage in University Center) and consistent in scale with other signs within the University Center development. Landscape materials should be planted near monument signs to lessen the visual impacts of the signs. Staff also recommends that the applicant commit to monument lighting that is downward directed and fully shielded. (For further discussion of lighting, see text below). Building-mounted hotel signs should follow a hierarchy of sizes dependant on the building size.***

## **8. Landscaping**

The County encourages street designs that are sensitive to views, pedestrian movement, landscape, and physical enclosure (Revised General Plan, Design Guidelines 1d, p. 11-8). The incorporation of indigenous vegetation into the landscape is also encouraged (Revised General Plan, Policy 7, pg. 5-33). No information has been provided regarding the landscaping that will be provided around the freestanding, ground-mounted signs.

***Staff recommends that the proposed Comprehensive Sign Plan include details regarding landscaping around the base of ground-mounted signs, a condition of approval requiring their use, as well as a commitment to the long term***

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***maintenance of both the landscaping and the signs. Such landscaping should be coordinated throughout the entire development to help create an identity for the development. Staff recommends the incorporation of native species.***

#### **9. Lighting**

County policies call for appropriate lighting to improve visibility and enhance public safety while precluding unnecessary and intrusive light trespass (Revised General Plan, Policy 1, p. 5-42).

The Retail Plan also provides lighting and sign guidance. Retail Plan guidelines include the following:

- Develop signs as an integral part of the overall center design;
- Select lighting that eliminates glare and light spillover onto adjoining properties; and
- Select lighting fixtures that are attractive and compatible with the retail center (Retail Plan, Design Guidelines, p. 21).

The applicant proposes three basic types of illuminated signs: internally illuminated letters, individual back-lit letters, and front illuminated letters. Monument signs are proposed to be lit with ground-mounted spotlights. The application does not specifically address the amount of lighting that is anticipated, the intensity of the lighting, or the hours of operation.

***Staff recommends that the applicant provide assurances that all lighting will be fully shielded (emitting no light above a horizontal plane), provide a glare-free environment, be confined to the site, and turned off after business hours, unless required for security purposes, and that illumination levels will be no greater than necessary for a light's intended purpose. All lighting should be designed to preclude light trespass onto adjoining properties, glare to passersby, skyglow, and deterioration of the nighttime environment.***

***Staff also recommends a condition of approval stating that no animation, neon, or moving lights be permitted for any sign; that building-mounted signs contain no exposed lighting elements; and that all spotlights for front illuminated letters and monument signs be fully shielded and directed downward at the intended sign elements.***

#### **RECOMMENDATIONS**

Staff is not able to recommend approval of the Zoning Modification request until such time that the issues raised above are addressed.

Staff is available to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Planning Director  
Cindy Keegan, AICP, Community Planning Program Manager (via e-mail)

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COUNTY OF LOUDOUN  
MEMORANDUM  
DEPARTMENT OF BUILDING AND DEVELOPMENT



**DATE:** January 30 2009  
**TO:** Mike Elabarger, Project Manager, Department of Planning  
**FROM:** Teresa H. Miller, Planner, Zoning Administration  
**CC:** Marilee Seigfried, Deputy Zoning Administrator  
**CASE NUMBER AND NAME:** ZMOD-2008-0008 Lakeview at University Center  
**TAX/MAP (MCPI) NUMBERS:** /63/E20////A/ (039-35-6244)  
/63/E20////B/ (039-35-4802)  
/63/E19////1/ (057-40-3382)  
/63/E19////2/ (057-40-6876)  
/63/E19////3/ (057-30-3550)  
/63/E19////4/ (057-30-1571)  
/63/E19////5/ (057-30-5522)

Zoning Administration has reviewed the second submission of the above referenced **Zoning Modification (ZMOD)** application for conformance to the 1972 Loudoun County Zoning Ordinance and has the following comments.

1. Staff requests the matrix be a bound component included in the Comprehensive Sign Plan (CSP) and not a separate document.
2. Original comment: *Both sides of double sided signs will be counted as one face when calculating sign area. Update the matrix to account for the aggregate total for all signs that are to be double sided.*

New comment: An example of a discrepancy regarding both sides of the sign counting as one face, please see Real Estate signs shown on Sheet 1 of the matrix and Sheet 15 of the CSP. The matrix lists the maximum size per sign as 32 square feet. The CSP states the sign can be double sided, 32 SF each for a total of 64 SF. As the matrix is more restrictive, these regulations would apply at the time of zoning permit.

3. Development Sign – Project Entry Monument Sign. While the section being modified has been corrected, this sign is still being listed as an information sign. Please update the Section reference to list Business sign – Project sign.
4. Original comment: *Light Pole Banner Signs – Section 523.2.14 prohibits signs attached to lamp posts unless such signs are not visible from any highway. As this sign type is not listed in the zoning ordinance, there is no modification. Please provide a note that these signs will meet Section 523.2.14 and will not be visible from any highway. If such signs are erected which are visible from a highway and a zoning complaint is received, a zoning violation may be issued.*

New comment: The applicant has listed these signs under the temporary sign category. Please be advised this sign type does not meet the definition of a temporary sign. Again, staff notes this signs are not permitted unless they meet the criteria listed in Section 523.2.14.

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COUNTY OF LOUDOUN  
MEMORANDUM  
DEPARTMENT OF BUILDING AND DEVELOPMENT

**DATE:** September 18, 2008

**TO:** Mike Elabarger, Project Manager, Department of Planning

**FROM:** Teresa H. Miller, Planner, Zoning Administration

**CC:** Marilee Seigfried, Deputy Zoning Administrator

**CASE NUMBER AND NAME:** ZMOD-2008-0008 Lakeview at University Center

**TAX/MAP PARCEL NUMBER:** /63/E16////E/ and /63/E16////F/

**MCPI:** 057-30-6159 and 039-35-4929

While modifications to the sign regulations are permitted, be advised that modifications may only be requested for sign types which are listed in Section 523. Please be advised that approval of a comprehensive sign package containing signs which are either prohibited or not permitted by the zoning ordinance does not authorize zoning permit approval or issuance for such signs. Zoning Administration has reviewed the above referenced **Zoning Modification (ZMOD)** application for conformance to the 1972 Loudoun County Zoning Ordinance and has the following comments.

1. Throughout the comprehensive sign plan, the application makes reference to "retail" users. In addition, examples of sign types proposed are shown for retailers such as "Talbots", "H&M" and "Abercrombie & Fitch". Please be advised the "retail" users for University Center are limited to those uses as listed in Proffer 4.B. of ZCPA-2006-0005, University Center, none of which are users similar to the examples of signs shown. Please provide examples of signs more in line with actual types of businesses that will be located within Lakeview. In addition, provide examples of signs which include the measurements of the signs.
2. The applicant has used the justification for modification of sign size based on the desire to have better visibility for tenants which face Route 7. The "retail" users as well as the hotel users are to serve as an ancillary and interrelated component of the park. The intent is not to be a destination regional retail center as Proffers and the Concept Development Plan for ZCPA-2006-0005, University Center, limit the "retail" users to only 11% of the gross floor area for the parcels. Justification for larger signs should not be made regarding better visibility from Route 7 for retail users.
3. The Comparison Matrix for Lakeview at University Center is not correct regarding business signs in the PD-RDP zoning district. Business signs in the PD-RDP zoning district are regulated per Section 523.2.18c. Signs for tenants within the industrial park, except those with a more specific regulation, are permitted three (3) signs, any one sign not to exceed sixty (60) square feet with an aggregate total not to exceed one-hundred (100) square feet. Please update the comparison matrix to show the correct zoning ordinance allowances. It would appear for some proposed signs, a modification is not needed.

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4. Though referenced throughout the proposal, the Project Site Plan and Sign Location Plan to be on Sheets 5 & 6 of the Comprehensive Sign Package are blank. Please submit a location map for all proposed freestanding signs within Lakeview at University Center. Include the distances to the Right-of-Way's as well as distances to property lines. If typical planting beds are proposed around the base of freestanding signs, please include those with the location map.
5. A building, zoning and or electrical permit will need to be obtained prior to erecting each sign within the comprehensive sign plan.
6. Regarding awning signs, please be advised that zoning permits calculates the entire area of the awning as sign area. Allow for extra square footage within the aggregate sign area where awnings are permitted. In addition, provide details on how the 20% maximum sign area and graphics are being calculated.
7. Both sides of double sided signs will be counted as one face when calculating sign area. Update the matrix to account for the aggregate total for all signs that are to be double sided.
8. Under the 1972 Zoning Ordinance, the sign area is calculated to include any wall work incidental to its decoration. Please be sure to account for this when showing the aggregate sign area for all freestanding signs.
9. Please be advised that when there is a conflict between the matrix and the sign descriptions, the more restrictive regulation will apply.
10. Proposed Directional Signs – Please be advised that a directional sign is not a permitted sign type within the 1972 Zoning Ordinance. Where directional signs are referenced, these will need to be counted toward the regular tenant signs for that use. All signs must be on the space/location where the services or good are offered or sold. No off site signs are permitted. Provide a site plan depicting where these sign types will be located in relation to the use they provide direction to.
11. Development Sign – Project Entry Monument Sign. The sign is incorrectly identified as an information sign. The correct sign category for this sign type is Section 523.2.18c, 75 square foot sign for the industrial park. Please correct the section as well as ordinance regulations for this sign type within the comparison matrix. Provide a site plan and more information depicting when and where these signs will be utilized.
12. Project Identification Sign on Buildings – Project Identification signs are to be freestanding and not building mounted. Building mounted signage on the “strip retail” buildings are reserved for tenants. Please remove these proposed signs.
13. Light Pole Banner Signs – Section 523.2.14 prohibits signs attached to lamp posts unless such signs are not visible from any highway. As this sign type is not listed in the zoning ordinance, there is no modification. Please provide a note that these signs will meet Section 523.2.14 and will not be visible from any highway. If such signs are erected which are visible from a highway and a zoning complaint is received, a zoning violation may be issued.

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14. Housekeeping Signs – Informational signs shall not contain advertising. The Lakeview at University Center logo will need to be removed from the sign. The applicant will also need to specify the location and number of proposed signs. Signs such as “temporary construction entrance” would not be in place once the project is completed. As proposed at 6’ in height, these signs would not be discreet in appearance. As stated in the package, these signs state “obvious public messages” and would seem unnecessary. Signs stating messages such as “Thank you for not littering” and “No bike riding on sidewalk” do not meet the intent of an informational sign.
15. Marketing Signs – These signs are considered Real Estate signs regulated per Section 523.2.15. Please adjust the matrix to list the correct zoning ordinance section and regulations for this sign type.
16. Office Tenant Sign – The applicant has not addressed if the location of the sign versus the location of the tenant will be considered. It would appear that if a tenant is located on the first floor, the tenant sign may be permitted at the top floor of the office building. Signs should be located only on the premises where the goods or services are offered. It is also noted that the Lakeview name may be included as a sign. Per previous comment, the name of the center is more appropriate for the freestanding development signs and not building mounted.
17. Sidewalk or A-Frame Signs are not permitted sign types within the 1972 Loudoun County Zoning Ordinance.
18. Bank and Restaurant – Temporary Building Mounted Banners. This sign type does not meet the definition of a temporary sign. These proposed signs will be considered one of the permitted signs for the user. The sign number and aggregate should be adjusted to account for these additional tenant signs. Remove “temporary” from the name of the sign type.
19. Hotel Signs – The matrix lists the maximum aggregate sign area for this use to be 200 square foot while Sheet 32 of the package lists the maximum aggregate sign area to be 300 square feet in the opening paragraph. It would appear the intention of this is to limit the aggregate building mounted signage to 200 square foot and 300 square foot overall aggregate including the monument sign. Please clarify this issue. The application will also need to address the number of monument signs.
20. Prohibited Signs – Off Premises Signs are listed are prohibited unless specifically authorized by this Section. Please provide more detail and clarification regarding the possibility of when and where off premises signs will be used. Expand the Prohibited Sign section to include all signs prohibited per Section 523.1.

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Ben I. Wales  
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February 5, 2009

Michael Elabarger, Project Manager  
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P.O. Box 7000  
Leesburg, VA 20177-7000



**RE: ZMOD 2008-0008, Lakeview at University Center Comprehensive Sign Plan  
2nd Referral Response**

Dear Mr. Elabarger:

This letter constitutes our response to the Staff second review comments that we have received to date regarding the above-referenced ZMOD application. The Staff comments are addressed below. Each comment is summarized (noted in *italics*) and followed by our response.

**Building & Development Zoning Administration**

1. *Staff requests the matrix be a bound component included in the Comprehensive Sign Plan (CSP) and not a separate document.*

**Response:** Comment acknowledged. Please see the revised CSP.

2. *An example of a discrepancy regarding both sides of the sign counting as one face, please see Real Estate signs shown on Sheet 1 of the matrix and Sheet 15 of the CSP. The matrix lists the maximum size per sign as 32 square feet. The CSP states the sign can be double sided, 32 SF each for a total of 64 SF. As the matrix is more restrictive, these regulations would apply at the time of zoning permit.*

**Response:** Comment acknowledged. The Matrix has been revised to correctly correspond with the CSP. Further, the Applicant appreciates Staff confirming that the 1972 Zoning Ordinance differs from the 1993 Zoning Ordinance in requiring the total sign area to be doubled for two-sided signs (under the 1993 Ordinance, a second side of a side does not need to be counted). This may have the potential for identical signs governed by the two separate Ordinances to appear to have different total sign areas.

3. *Development Sign – Project Entry Monument Sign. While the section being modified has been corrected, this sign is still being listed as an information sign. Please update the Section reference to list Business sign – Project sign.*

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**Response:** Comment acknowledged. The Matrix has been revised to confirm that the sign category is a Business Sign – Project Sign.

4. *The applicant has listed the light post banners under the temporary sign category. Please be advised this sign type does not meet the definition of a temporary sign. Again, staff notes this signs are not permitted unless they meet the criteria listed in Section 523.2.14.*

**Response:** Comment acknowledged. As discussed with Staff, the light post banners have been removed from the Matrix, but continue to be shown in the CSP. The Applicant has revised the CSP to confirm that the light post banners will comply with Section 523.1.4. of the 1972 Zoning Ordinance.

### **Community Planning**

1. *Staff reiterates the recommendation from the First Referral that the marketing signs be reduced in size. Staff questions the need for two signs per building and recommends that the applicant reduce the number of marketing signs, particularly for restaurant, bank, hotel, and retail buildings. Staff recommends that the applicant commit to a condition of approval that all marketing signs be taken down when adjacent buildings are completely leased.*

**Response:** Comment acknowledged. The proposed marketing signs have been reduced in size from 32 square feet to a maximum of 24 square feet. Furthermore, the number of marketing signs permitted on the property have been reduced from two signs per building to one sign per building.

The Applicant is willing to commit to a development condition requiring that all marketing signs be taken down when the buildings they serve are completely leased.

2. *Staff recommends a corresponding reduction in the maximum sign area for bank monument signs commensurate with the reduction in height of these signs.*

**Response:** Comment acknowledged. The bank monument signs have been reduced in height from 6 feet to a maximum height of 5 feet and reduced in size from 50 square feet to a maximum sign area of 40 square feet. The Applicant believes that this reduction in sign height and sign area (20% reduction) addresses Staff's concerns and will provide signs that are more human-scaled.

3. *Staff also recommends restrictions of one building-mounted sign per main elevation and a maximum allowable sign area of one square foot per linear foot of building facade, similar to those for restaurant signs.*

**Response:** As recommended by Staff, the Applicant has revised the CSP to provide the same sign hierarchy for bank signage as proposed for restaurant signs, which calculates available sign area based on the length of building façade. With regard to the building mounted signage,

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the Applicant is only seeking to provide one permanent building mounted sign per façade. Two temporary banners will also be permitted by building, but these signs will not be permanent.

4. *Staff recommends a corresponding reduction in the maximum sign area for hotel monument signs commensurate with the reduction in height of these signs. Staff also recommends that references to directional signs be eliminated from the Hotel section of the CSP.*

**Response:** As discussed with Staff, the Applicant believes that the proposed monument signs for hotel uses are appropriate given the anticipated sizes of the hotel buildings. These signs will be set back from pedestrian sidewalks or travelways and given the anticipated size of the hotel buildings, will not have the potential to be the dominant focus of a parcel. Further, the Applicant believes that this sign size for hotel monument signs is typical within Loudoun County.

As recommended by Staff, the hotel directional signs have been removed from the application.

5. *Staff appreciates the addition of a hierarchy for building-mounted hotel signs.*

**Response:** Comment acknowledged and appreciated.

6. *Staff recommends that the applicant specify and commit to the following:*

- *Plant maintenance;*
- *The replacement of any dead, diseased, or damaged plant materials; and,*
- *The use of native species.*

**Response:** The Applicant is willing to commit to a development condition requiring the above landscaping requirements.

7. *Staff also recommends that planting around freestanding signs (with the exception of marketing signs) include small trees, shrubs, perennials, grasses, and grass-like plants. All freestanding signs of 6' high or greater should include trees to the sides and rear to frame the signs, lessen their visual impacts, and help mitigate the impacts of ground-mounted spotlights.*

**Response:** The Applicant is willing to commit to the recommended planting surrounding all freestanding signs of 6 feet or greater.

8. *Staff recommends that the applicant commit to lighting that is fully shielded (emitting no light above a horizontal plane), provides a glare-free environment, is confined to each pad site, is turned off after business hours (unless required for security purposes), and has illumination levels no greater than necessary for a light's intended purpose. Staff also recommends that the applicant commit to a condition of approval stating that no animation, neon, or moving lights be permitted for any sign; and that building-mounted signs contain no exposed lighting elements. Monument spotlights may be ground-mounted if they are shielded and use focused optic lenses to direct illumination at the intended sign elements.*

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**Response:** The Applicant is willing to commit to a development condition covering the lighting requirements recommended by Staff.

I trust that this letter suitably responds to the various issues raised by Staff and hope that the application can proceed to a Planning Commission public hearing in March. Please contact me if you have any additional questions or need any additional information.

Sincerely,

A handwritten signature in cursive script that reads "Ben I. Wales".

Ben I. Wales, AICP

CC Charley McGrath, MRP Realty  
Colleen Gillis Snow, Cooley Godward Kronish

392120 v1/RE

A-024

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December 15, 2008

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Leesburg, VA 20177-7000



**RE: ZMOD 2008-0008, Lakeview at University Center Comprehensive Sign Plan  
1st Referral Response**

Dear Mr. Elabarger:

This letter constitutes our response to the Staff and Agency first review comments that we have received to date regarding the above-reference ZMOD application. The Staff/Agency comments are addressed below. Each comment is summarized (noted in italics) and followed by our response.

**Building & Development Zoning Administration**

- 1. Throughout the comprehensive sign plan, the application makes reference to "retail" users. In addition, examples of sign types proposed are shown for retailers such as "Talbots", "H&M" and "Abercrombie & Fitch". Please be advised the "retail" users for University Center are limited to those uses as listed in Proffer 4.B. of ZCPA-2006-0005, University Center, none of which are users similar to the examples of signs shown. Please provide examples of signs more in line with actual types of businesses that will be located within Lakeview. In addition, provide examples of signs which include the measurements of the signs.*

**Response:** Comment acknowledged. Please see the CSP, which has been revised to show sign examples for those types of uses permitted at the Property.

- 2. The applicant has used the justification for modification of sign size based on the desire to have better visibility for tenants which face Route 7. The "retail" users as well as the hotel users are to serve as an ancillary and interrelated component of the park. The intent is not to be a destination regional retail center as Proffers and the Concept Development Plan for ZCPA-2006-0005, University Center, limit the "retail" users to only 11% of the gross floor area for the parcels. Justification for larger signs should not be made regarding better visibility from Route 7 for retail users.*

**Response:** The Applicant appreciates that the proposed auxiliary uses are ancillary to the office uses at the Property and does not seek to justify a need for larger signs for auxiliary uses so that such uses can be visible from Route 7.

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3. *The Comparison Matrix for Lakeview, at University Center is not correct regarding business signs in the PD-RDP zoning district. Business signs in the PD-RDP zoning district are regulated per Section 523.2.18c. Signs for tenants within the industrial park, except those with a more specific regulation, are permitted three (3) signs, any one sign not to exceed sixty (60) square feet with an aggregate total not to exceed one-hundred (100) square feet. Please update the comparison matrix to show the correct zoning ordinance allowances. It would appear for some proposed signs, a modification is not needed.*

**Response:** Comment acknowledged. Please see the revised matrix.

4. *Though referenced throughout the proposal, the Project Site Plan and Sign Location Plan to be on Sheets 5 & 6 of the Comprehensive Sign Package are blank. Please submit a location map for all proposed freestanding signs within Lakeview at University Center. Include the distances to the Right-of-Way's as well as distances to property lines. If typical planting beds are proposed around the base of freestanding signs, please include those with the location map.*

**Response:** Comment acknowledged. Please see the pages 5 and 6 of the revised CSP.

5. *A building, zoning and or electrical permit will need to be obtained prior to erecting each sign within the comprehensive sign plan.*

**Response:** Comment acknowledged and appreciated.

6. *Regarding awning signs, please be advised that zoning permits calculates the entire area of the awning as sign area. Allow for extra square footage within the aggregate sign area where awnings are permitted. In addition, provide details on how the 20% maximum sign area and graphics are being calculated.*

**Response:** Comment acknowledged. Please see page 20 of the revised CSP which provides for the calculation of the entire awning size towards the total signage permitted for each tenant.

7. *Both sides of double sided signs will be counted as one face when calculating sign area. Update the matrix to account for the aggregate total for all signs that are to be double sided.*

**Response:** Comment acknowledged. The size of the signs is correctly represented in the CSP and the matrix. The Applicant has only provided the square footage of one side of double-sided signs, but understands that both sides of two-sided signs can use the sign areas provided in the matrix.

8. *Under the 1972 Zoning Ordinance, the sign area is calculated to include any wall work incidental to its decoration. Please be sure to account for this when showing the aggregate sign area for all freestanding signs.*

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**Response:** Comment acknowledged. The size of the signs is correctly represented in the CSP and the matrix.

9. *Please be advised that when there is a conflict between the matrix and the sign descriptions, the more restrictive regulation will apply.*

**Response:** Comment acknowledged and appreciated.

10. *Proposed Directional Signs – Please be advised that a directional sign is not a permitted sign type within the 1972 Zoning Ordinance. Where directional signs are referenced, these will need to be counted toward the regular tenant signs for that use. All signs must be on the space/location where the services or good are offered or sold. No off site signs are permitted. Provide a site plan depicting where these sign types will be located in relation to the use they provide direction to.*

**Response:** Comment acknowledged. The Applicant has removed the proposed Directional Signs from this application.

11. *Development Sign – Project Entry Monument Sign. The sign is incorrectly identified as an information sign. The correct sign category for this sign type is Section 523.2.18c, 75 square foot sign for the industrial park. Please correct the section as well as ordinance regulations for this sign type within the comparison matrix. Provide a site plan and more information depicting when and where these signs will be utilized.*

**Response:** Comment acknowledged. Please see the revised matrix. Page 6 of the CSP has been revised to include a plan showing the proposed locations for these signs.

12. *Project Identification Sign on Buildings – Project Identification signs are to be freestanding and not building mounted. Building mounted signage on the "strip retail" buildings are reserved for tenants. Please remove these proposed signs.*

**Response:** Comment acknowledged. The proposed Project Identification Signs on Buildings have been removed from this application.

13. *Light Pole Banner Signs – Section 523.2.14 prohibits signs attached to lamp posts unless such signs are not visible from any highway. As this sign type is not listed in the zoning ordinance, there is no modification. Please provide a note that these signs will meet Section 523.2.14 and will not be visible from any highway. If such signs are erected which are visible from a highway and a zoning complaint is received, a zoning violation may be issued.*

**Response:** Comment acknowledged. The requested note has been added to the CSP.

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*14. Housekeeping Signs – Informational signs shall not contain advertising. The Lakeview at University Center logo will need to be removed from the sign. The applicant will also need to specify the location and number of proposed signs. Signs such as “temporary construction entrance” would not be in place once the project is completed. As proposed at 6’ in height, these signs would not be discreet in appearance. As stated in the package, these signs state “obvious public messages” and would seem unnecessary. Signs stating messages such as “Thank you for not littering” and “No bike riding on sidewalk” do not meet the intent of an informational sign.*

**Response:** Comment acknowledged. The proposed Housekeeping Signs have been removed from this application.

*15. Marketing Signs – These signs are considered Real Estate signs regulated per Section 523.2.15. Please adjust the matrix to list the correct zoning ordinance section and regulations for this sign type.*

**Response:** Comment acknowledged. Please see the revised matrix which correctly provides a comparison between the proposed sign and Section 523.2.15 of the Zoning Ordinance.

*16. Office Tenant Sign – The applicant has not addressed if the location of the sign versus the location of the tenant will be considered. It would appear that if a tenant is located on the first floor, the tenant sign may be permitted at the top floor of the office building. Signs should be located only on the premises where the goods or services are offered. It is also noted that the Lakeview name may be included as a sign. Per previous comment, the name of the center is more appropriate for the freestanding development signs and not building mounted.*

**Response:** The Applicant is aware of Zoning Staff's recommendation that office tenant signs should only be placed on the façade of the portion of the building occupied by a particular tenant. However, this is not a requirement of the Zoning Ordinance. As shown by the first graphic on Exhibit A, Staff's recommendation would allow signs to be located anywhere on the building façade (while being dependent on the location of the actual tenant within the building). The Applicant believes that by restricting signs to the locations shown on page 18 of the CSP (as shown in the second graphic on Exhibit A), the signs would be more appropriately located and would enhance and not detract from, the office building façade.

*17. Sidewalk or A-Frame Signs are not permitted sign types within the 1972 Loudoun County Zoning Ordinance.*

**Response:** Comment acknowledged. This sign type has been removed from this application.

*18. Bank and Restaurant – Temporary Building Mounted Banners. This sign type does not meet the definition of a temporary sign. These proposed signs will be considered one of the permitted signs for the user. The sign number and aggregate should be adjusted to*

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*account for these additional tenant signs. Remove "temporary" from the name of the sign type.*

**Response:** Comment acknowledged. Please see page 24 of the revised CSP.

*19. Hotel Signs – The matrix lists the maximum aggregate sign area for this use to be 200 square foot while Sheet 32 of the package lists the maximum aggregate sign area to be 300 square feet in the opening paragraph. It would appear the intention of this is to limit the aggregate building mounted signage to 200 square foot and 300 square foot overall aggregate including the monument sign. Please clarify this issue. The application will also need to address the number of monument signs.*

**Response:** The Applicant has revised pages 28 and 29 of the CSP to correctly set out the square footage of signage available to hotel users. The comment raised by Staff has been addressed.

*20. Prohibited Signs – Off Premises Signs are listed are prohibited unless specifically authorized by this Section. Please provide more detail and clarification regarding the possibility of when and where off premises signs will be used. Expand the Prohibited Sign section to include all signs prohibited per Section 523.1.*

**Response:** Comment acknowledged. Reference to off-premises signs have been removed from the application.

## **Community Planning**

*1. Design Compatibility To ensure compatibility, staff requests information regarding previously approved signage within University Center and its relationship to the proposed signage.*

**Response:** Signage at University Center is currently subject to sign guidelines that were drafted in 1991. These guidelines require that the thematic forms of the signs reflects the surrounding architecture by using classic traditional architectural elements and typography. The use of individual tenant logos at University Center must be approved by the Center's design review committee, however, the color, size and placement of tenant signs are restricted.

The Applicant has met with the University Center's design review committee to discuss the proposed CSP. The design review committee has acknowledged to the Applicant that its signage guidelines are in need of an update and the committee is considering how such an update can be achieved. This update would provide for the signage being proposed by this application.

*2. Number and Location Staff recommends that the applicant submit a sign location plan so that staff can assess whether the proposed number and location of each sign is reasonable*

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*and whether the distribution of these signs is appropriate. In general, freestanding signs should be limited to the minimum necessary, serve a clear need at that location, and, at intersections, be limited to one sign at each corner. Building-mounted signs should identify the specific tenant and add to, rather than detract from, the development's sense of place.*

**Response:** Comment acknowledged. The CSP has been revised to include a plan showing the location of the proposed signage. The Applicant has removed the proposed Housekeeping and Directional freestanding signs from this application and also the proposed building mounted Project Identification signs. The Applicant believes that an appropriate number of signs are being proposed for the types of uses planned for the Property.

3. *General Criteria Staff requests that the applicant define proprietary box type signage and provide a depiction of the appropriate use of such signs.*

**Response:** Comment acknowledged. The application no longer referenced proprietary box type signage.

4. *Development Signs Staff recommends that the proposed entrance monument signs be reduced in size to be more human-scaled and consistent with other signs in the University Center development. The overall CSP should provide a sense of hierarchy, with the largest freestanding signs at the main entrance on Route 7, and smaller freestanding signs at internal intersections. It would be appropriate to vary the size of these entrance monument signs based on the height of nearby buildings and pedestrian sightlines from sidewalks. Plant materials should be sited near monument signs to lessen the visual impacts of these signs. Staff recommends a maximum of two monument signs at the intersection of Route 7 and Loudoun County Parkway and two smaller-sized monument signs at the intersection of Loudoun County Parkway and George Washington Boulevard.*

**Response:** The Applicant believes that the proposed sign sizes are appropriate. The Applicant is seeking to locate two monument signs at each of the two vehicular entrances to Lakeview at University Center on Loudoun County Parkway and George Washington Boulevard. These roads have been designed as 4-lane and 6-lane, free-flowing minimum access routes and the Applicant believes that the proposed sign sizes are necessary to provide appropriate direction into the Property for vehicles traveling from either direction. The Applicant acknowledges that pedestrian facilities will be provided on Loudoun County Parkway and the George Washington Boulevard, but the majority of people visiting the Property will travel by vehicle. As such, the Applicant does not believe that the signs should be more human-scale.

In its first referral comments, Staff referenced the existing University Center signage at the intersection of Route 7 and Loudoun County Parkway. This signage is not included in this application, however, that Applicant notes that those signs, when taking account of the base, are larger than the signs being proposed by the Applicant. Notwithstanding the above, the Applicant's proposed hierarchy of signage commences with the Entry Monument Signs, which, as would be expected, are the largest signs proposed.

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5. *Site Directional Signs* Staff requests more detailed information regarding the number and location of site directional signs. Staff questions whether the tenant signs are necessary given that the applicant also proposes monument signs and that individual buildings will be visible from adjacent roadways and sidewalks. Site directional signs may act to increase the visual clutter of the development. If such signs are to be included in the development, staff recommends that they be reduced in size to a more human-scale and not obscure views of the various uses within the development. Sign locations should be depicted on a sign location plan to ensure that signs are placed appropriately and limited to the minimum number necessary. Staff also recommends that the size of the Lakeview development logo be reduced.

**Response:** The Applicant is no longer seeking these sign types as part of this CSP.

6. *Project Identification Signs on Buildings* Staff recommends that project identification signs be eliminated if redundant with monument or site directional signs.

**Response:** The Applicant is no longer seeking these sign types as part of this CSP.

7. *Light Pole Banner Signs* Staff recommends a condition of approval that the proposed banners will only be permitted on a temporary basis and located only along specified pedestrian-oriented pathways. Such pathways are expected to include other pedestrian-oriented amenities, such as benches and planters. Such banners would be inappropriate along primary vehicular travelways, such as Loudoun County Parkway and George Washington Boulevard. Sign locations should be depicted on a project site plan to ensure that signs are placed appropriately and limited to the minimum number necessary.

**Response:** As requested by Zoning Staff, the Applicant has included a note on page 4 of the CSP to address this Staff comment. The location of the proposed signs are shown on page 6 of the CSP.

8. *Housekeeping Signs* Staff recommends that the development logo, if used, be placed at the lowest point of the signs and reduced in size. The applicant should also specify the maximum number of signs and their expected locations. Signs should be no taller than necessary (preferably 4 feet or less, which is compatible with adjacent signage in University Center) and not obscure views of the various uses within the development. Landscape materials should be sited near all housekeeping signs to lessen their visual impacts.

**Response:** The Applicant is no longer seeking these sign types as part of this CSP.

9. *Marketing Signs* Staff recommends, as a condition of approval, that all marketing signs be taken down when adjacent buildings are completely leased. Signs should be reduced in size, not obscure views of the various uses within the development, and be sited to minimize their visual impacts. The applicant should also specify the maximum number of signs and their expected locations.

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**Response:** The Applicant is willing to commit to such a development condition. Please see page 15 of the revised CSP, which provides a maximum number of marketing signs and details of where such signs may be located.

*10. Staff recommends that bank monument signs be eliminated if redundant with building-mounted signs. Any monument signs should be reduced in size (4 feet or less) to be more human-scaled and consistent in scale with other signs within the University Center development. Plant materials should be placed near any monument signs to lessen the visual impacts of these signs. Staff also recommends that the applicant commit to lighting that is downward directed and fully shielded for all monument signs. (For further discussion of lighting, see text below). Temporary banners, if used, should be limited to 2 banners per building. Building-mounted bank signs should follow a hierarchy of sizes dependant on the building size.*

**Response:** The bank monument signs are an important sign type for banks and financial institutions and the proposed signs are of a standard size requested by these uses.

The Applicant is willing to commit to a lighting condition for the Property, but does not feel it would be appropriate for monument signage to be downward facing. Monument signs are typically up-lit from ground mounted lighting.

As confirmed in the revised CSP, the Applicant is willing to limit the number of temporary banner signs to two per building.

*11. In general, the proposed building-mounted signs are reasonable and consistent in terms of variety, size, location, and design. However, 300 square feet of restaurant signage per building may be excessive. Staff recommends that the applicant provide an illustrative with a typical restaurant elevation with the maximum allowable signage. Staff also recommends that the applicant consider a graduated scale for the amount of signage permitted per restaurant based on the size of each restaurant building.*

*Staff also requests that the applicant define "pad site directional signs" and provide a depiction of these signs. Staff questions whether these signs are necessary given the use of building-mounted and window signs, which would be visible from adjacent roadways and sidewalks.*

*Staff recommends that temporary banners, if used, be limited to 2 banners per building.*

**Response:** Please see the illustrative at Exhibit A, which shows the use of 300 square feet of signage on a restaurant building. The Applicant believes that this level of signage is appropriate. Exhibit A shows how 75 square feet of signage would be accommodated on a stand-alone restaurant building. Staff will note that the Applicant has also revised the CSP to provide a calculation of total aggregate sign area per building based on the linear foot of building façade, up to a maximum of 300 square feet. This will the total amount of signage available to each restaurant is dependant on the size of the building.

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The CSP has been revised to remove reference to pad site directional signs. The CSP has also been revised to restrict the number of banners placed on each building to two.

*12. Staff recommends that any hotel monument signs be reduced in size to be more human-scaled (4 feet or less, which is compatible with adjacent signage in University Center) and consistent in scale with other signs within the University Center development. Landscape materials should be planted near monument signs to lessen the visual impacts of the signs. Staff also recommends that the applicant commit to monument lighting that is downward directed and fully shielded. (For further discussion of lighting, see text below). Building-mounted hotel signs should follow a hierarchy of sizes dependant on the building size.*

**Response:** The monument proposed is a standard sign size required by hotel flags. The Applicant believes that this sign is consistent with other such signs in the county and its use would be appropriate for the Property.

As discussed above, the Applicant believes that monument signage should be lit by ground mounted lighting and does not feel that the downward lighting of these signs is appropriate.

The Applicant is willing to commit to a development condition requiring landscape materials to be planted at the base of monument signs.

*13. Staff recommends that the proposed Comprehensive Sign Plan include details regarding landscaping around the base of ground-mounted signs, a condition of approval requiring their use, as well as a commitment to the long term maintenance of both the landscaping and the signs. Such landscaping should be coordinated throughout the entire development to help create an identity for the development. Staff recommends the incorporation of native species.*

**Response:** As discussed above, the Applicant is willing to commit to a development condition requiring the provision of landscaping at the base of monument signage and requiring the maintenance of such landscaping. The Applicant is also willing to commit to the maintenance of the proposed signage.

*14. Staff recommends that the applicant provide assurances that all lighting will be fully shielded (emitting no light above a horizontal plane), provide a glare-free environment, be confined to the site, and turned off after business hours, unless required for security purposes, and that illumination levels will be no greater than necessary for a light's intended purpose. All lighting should be designed to preclude light trespass onto adjoining properties, glare to passersby, skyglow, and deterioration of the nighttime environment.*

**Response:** The Applicant is willing to commit to a development condition requiring all lighting to be cut-off and fully shielded so as to prevent light trespass.

*15. Staff also recommends a condition of approval stating that no animation, neon, or moving lights be permitted for any sign; that building-mounted signs contain no exposed lighting*

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Michael Elabarger, Project Manager  
December 15, 2008  
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*elements; and that all spotlights for front illuminated letters and monument signs be fully shielded and directed downward at the intended sign elements.*

**Response:** The Applicant is willing to commit to a development condition stating that no animation, neon, or moving lights be permitted for any sign; that building-mounted signs contain no exposed lighting elements; and that all spotlights for front illuminated letters and monument signs be fully shielded. As discussed above, the Applicant does not believe that monument sign lighting should be directed downward at the intended sign elements.

I trust that this letter suitably responds to the various issues raised by Staff. Please contact me if you have any additional questions or need any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben I. Wales".

Ben I. Wales, AICP

CC Charley McGrath, MRP Realty  
Colleen Gillis Snow, Cooley Godward Kronish

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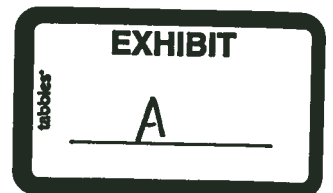
## OFFICE TENANT SIGNS



## RESTAURANT SIGNS



A-035





## Lakeview at University Center

11/25/08

Section Reference – 1972 Zoning Ordinance	Proposed Sign Type	1972 Zoning Ordinance	Proposed Sign
Informational Signs Section 523.2.18c	<b>Project Entry Monument Sign</b> (ground-mounted, freestanding identification signs (2-sided))  <b>Page 13</b>	One sign not to exceed 75 square feet  Setback no less than 10 feet from the fronting highway right of way	Maximum of 2 signs at each vehicular entrance. 350 square foot maximum including base  Ground mounted lighting  Setback no less than 10 feet from the fronting highway right of way
Temporary Signs Section 523.2.19	<b>Temporary and Seasonal Light Pole Banner Signs with Name of Project</b> (light pole mounted – 2-sided)  <b>Page 14</b>	Temporary sign permit required from Zoning Administrator for 3 or more signs  No sign granted for a period of more than 3 months	Temporary sign permit required from Zoning Administrator for 3 or more signs  No sign granted for a period of more than 3 months
Real Estate Signs Section 523.2.15	<b>Marketing Signs</b> (freestanding – 2 sided)  <b>Page 15</b>	1 sign per lot of 10 acres or less; 2 signs per lot of more than 10 acres  25 square foot maximum per sign  Non-illuminated	2 signs maximum per building  32 square foot maximum per sign  Non-illuminated
<b>Name Signs upon property displaying the name and/or address of the owner, lessee, or occupant of the premises</b>	<b>Office Building Address</b> (building-mounted)  <b>Page 16</b>	Maximum of 2 signs for each dwelling, lot or property. 2 aggregate square feet	<u>Building Address Numbers</u>  1 sign maximum at primary building entrance doors; 1 row of letters for building name  Non-illuminated

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<b>Section 523.2.8</b>			<u>Building Address Plaque</u> 1 sign maximum at primary building entrance doors 8 square feet maximum area per building Non-illuminated
<b>Business Signs</b> <b>Section 523.2.18c</b>	<b>Office Tenant Sign</b> (building-mounted) <b>Page 18</b>	Maximum of 100 square feet aggregate signage with no one sign exceeding 60 square feet Maximum 3 signs per tenant	50 square feet maximum area per sign at roofline 30 square feet maximum area per sign at second floor line Internally or externally illuminated Maximum of 10 signs per building. 2 signs maximum per long elevation at roofline; 2 signs maximum per long elevation at second floor line; and 1 sign maximum on each short elevation
<b>Business Signs</b> <b>Section 523.2.18c</b>	<b>Retail Center Signage for In-Line Retail – End User</b> (building-mounted) <b>Pages 19 - 22</b>	Maximum of 100 square feet aggregate signage with no one sign exceeding 60 square feet Maximum 3 signs per tenant	Aggregate sign area per tenant shall not exceed 90 square foot or 150 square foot if awning used as optional sign <u>Building Mounted Retail Tenant Signs</u> 30 square feet maximum area per sign Internally or externally illuminated 3 signs maximum per tenant; 1 sign per front, rear or side elevation <u>Optional Type Retail Tenant Signs</u>

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			<p>Tenant may chose to provide 1 of any of the following signs in addition to Building Mounted Retail Signs:</p> <p>Canopy Awning Window Projecting</p>
<p><b>Business Signs</b> <b>Section 523.2.18c</b></p>	<p><b>Retail Center Signage for In-Line Retail – Middle User</b> (building-mounted)  <b>Pages 19 - 22</b></p>	<p>Maximum of 100 square feet aggregate signage with no one sign exceeding 60 square feet</p> <p>Maximum 3 signs per tenant</p>	<p>Aggregate sign area per tenant shall not exceed 60 square foot or 150 square foot if awning used as optional sign</p> <p><u>Building Mounted Retail Tenant Signs</u></p> <p>30 square feet maximum area per sign</p> <p>Internally or externally illuminated</p> <p>2 signs maximum per tenant; 1 sign per front and rear elevation</p> <p><u>Optional Type Retail Tenant Signs</u></p> <p>Tenant may chose to provide 1 of any of the following signs in addition to Building Mounted Retail Signs:</p> <p>Canopy Awning Window Projecting</p>
<p><b>Name Signs upon property displaying the name and/or address of the owner, lessee, or occupant of the premises</b></p>	<p><b>Retail Center Signage – Address Sign</b> (building-mounted)  <b>Page 23</b></p>	<p>Maximum of 2 signs for each dwelling, lot or property</p> <p>2 aggregate square feet</p>	<p>1 building address number sign per tenant</p> <p>10 square feet maximum area per sign</p>

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<b>Section 523.2.8</b>			Non-illuminated
<b>Business Signs</b> <b>Section 523.2.18c</b>	<b>Bank</b> (building-mounted and monument (2-sided) signs) <b>Page 24</b>	<p>Maximum of 100 square feet aggregate signage with no one sign exceeding 60 square feet</p> <p>Maximum 3 signs per tenant</p>	<p><u>Bank - Building Mounted Signs</u></p> <p>50 square foot maximum area per sign</p> <p>Internally or externally illuminated</p> <p>4 signs maximum; 1 sign on each building elevation</p> <p><u>Bank - Pad Site Free Standing Signs</u></p> <p>50 square foot maximum area per sign</p> <p>Internally or externally illuminated</p> <p>1 sign maximum per use</p> <p><u>Bank - Pad Site Miscellaneous Sign</u></p> <p>6 square foot maximum per sign; 30 square foot total maximum aggregate</p> <p>Non-illuminated</p> <p><u>Bank - Building Mounted Banners</u></p> <p>25 square foot maximum per sign</p> <p>Non-illuminated</p> <p>2 signs maximum per use; 1 sign per elevation</p>



<p><b>Business Signs</b> <b>Section 523.2.18c</b></p>	<p><b>Childcare Center Signs</b> (building-mounted and monument (2-sided) signs) <b>Page 26</b></p>	<p>Maximum of 100 square feet aggregate signage with no one sign exceeding 60 square feet  Maximum 3 signs per tenant</p>	<p><u>Childcare Center - Building Mounted Signs</u>  50 square foot maximum area per sign  Internally or externally illuminated  2 signs maximum; 1 sign maximum per building elevation  <u>Childcare Center – Pad Site Free Standing Signs</u>  30 square foot maximum area per sign  Internally or externally illuminated  1 sign maximum per use  <u>Childcare Center – Pad Site Miscellaneous Sign</u>  6 square foot maximum per sign; 30 square foot total maximum aggregate  Non-illuminated</p>
<p><b>Business Signs</b> <b>Section 523.2.18c</b></p>	<p><b>Freestanding Restaurant Signs</b> (building-mounted signs) <b>Page 28</b></p>	<p>Maximum of 100 square feet aggregate signage with no one sign exceeding 60 square feet  Maximum 3 signs per tenant</p>	<p>Maximum aggregate sign area equal to 1 square foot per linear foot of building façade up to a maximum of 300 SF per establishment  <u>Restaurant - Building Mounted Signs</u>  50 square foot maximum area per sign</p>

<p>Internally or externally illuminated 4 signs maximum; 1 sign on each building elevation</p> <p><u>Restaurant – Pad Site Miscellaneous Signs</u></p> <p>4 square foot maximum per sign; 30 square foot total maximum aggregate</p> <p>Non-illuminated – except menu display signs mounted adjacent to main entries may be internally lit</p> <p><u>Restaurant – Building-Mounted Banners</u></p> <p>25 square foot maximum per sign</p> <p>Non-illuminated</p> <p>2 signs maximum per use; 1 sign per elevation</p>			
<p><u>Hotel - Building Mounted Signs – 4 or more stories</u></p> <p>85 square foot maximum area per sign; 200 square foot maximum aggregate sign area</p> <p>Internally or externally illuminated</p> <p>1 sign per elevation; 4 signs maximum</p> <p><u>Hotel - Building Mounted Signs – 3 or less stories</u></p> <p>50 square foot maximum area per</p>	<p>Maximum of 100 square feet aggregate signage with no one sign exceeding 60 square feet</p> <p>Maximum 3 signs per tenant</p>	<p><b>Hotel</b> (building mounted and monument (2-sided) signs) <b>Page 30</b></p>	<p><b>Business Signs</b> <b>Section 523.2.18c</b></p>

			<p>sign; 150 square foot maximum aggregate sign area</p> <p>Internally or externally illuminated</p> <p>1 sign per elevation; 3 signs maximum</p> <p><u>Hotel - Monument Signs</u></p> <p>50 square foot maximum area per sign</p> <p>Internally or externally illuminated</p> <p><u>Hotel - Directional Signs (building-mounted)</u></p> <p>3 square foot maximum per sign; 20 square foot total maximum aggregate</p> <p>Non-illuminated</p> <p><u>Hotel - Pad Site Miscellaneous Signs</u></p> <p>6 square foot maximum per sign; 30 square foot total maximum aggregate</p> <p>Non-illuminated</p>
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